

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Previously Presented) A method of providing an on-line subscription service to a user of a mobile terminal on a cellular telephone network, comprising the steps:
 - subscribing, by the user, to the on-line subscription service by interacting with a subscription server on the Internet;
 - transmitting to the mobile terminal via the cellular telephone network at predetermined time intervals and without user action an offer to download a digitally formatted product;
 - transmitting from the mobile terminal via the cellular telephone network a response indicating whether the user wishes to accept the offer to download the digitally formatted product; and
 - transmitting via the cellular telephone network the digitally formatted product to the mobile terminal if the user accepts the offer to download the digitally formatted product.
2. (Previously Presented) The method of claim 1, wherein if the user accepts the offer to download the digitally formatted product, further comprising the step of:
 - determining whether the mobile terminal is capable of presenting the downloaded digitally formatted product, and if so, the downloaded digitally formatted product is presented on the mobile terminal, and if not, the downloaded digitally formatted product is transferred from the mobile terminal to a player capable of presenting the downloaded digitally formatted product.
3. (Previously Presented) The method of claim 2, wherein the digitally formatted product is transferred using the Bluetooth protocol, wherein the player capable of presenting the downloaded digitally formatted product comprises one of an electronic book, an audio player, and a multimedia player.
4. (Previously Presented) The method of claim 16, wherein the user-specific information comprises financial information concerning how the user pays for the digitally formatted product

and wherein the step of transmitting the offer to download the digitally formatted product comprises:

transmitting information related to the digitally formatted product, wherein the information related to the digitally formatted product comprises a price of the digitally formatted product.

5. (Previously Presented) The method of claim 1, wherein the user accepts the offer to download the digitally formatted product, further comprising the step of:

charging the user the price of the digitally formatted product transmitted to the mobile terminal.

6. (Previously Presented) A system of providing an on-line subscription service to a user of a mobile terminal, comprising:

a cellular telephone network;

a subscription server on the Internet comprising means for transmitting via the cellular telephone network at predetermined time intervals and without user action an offer to download a digitally formatted product; and

a mobile terminal connected to the cellular telephone network, comprising:

means for receiving the offer to download the digitally formatted product and for transmitting a response indicating whether the user wishes to accept the offer to download the digitally formatted product, and

means for downloading the digitally formatted product.

7. (Previously Presented) The system of claim 18, wherein the user-specific information further comprises information relating to how the user is to pay for the digitally formatted product, wherein the means for transmitting the offer to download a digitally formatted product also transmits information related to the digitally formatted product with the offer and the information related to the digitally formatted product comprises a price of the digitally formatted product, the system further comprising:

means for charging the user the price of the digitally formatted product when downloaded by the user.

8. (Previously Presented) The system of claim 6, wherein the digitally formatted product comprises at least one of an electronic book, audio material, or video material.

9. (Cancelled)

10. (Previously Presented) A method of providing an on-line subscription service to a user of a mobile terminal, comprising the steps of:

subscribing, by the user, to the on-line subscription service by interacting with a subscription server on the Internet;

transmitting to the mobile terminal via a cellular telephone network at predetermined time intervals and without user action an offer for a digitally formatted product and at least a portion of the digitally formatted product, wherein the user can access a preview portion of the at least a portion of the digitally formatted product;

transmitting from the mobile terminal to the subscription server a response indicating whether the user wishes to purchase the digitally formatted product; and

if the transmitted at least a portion of the digitally formatted product does not comprise the entire digitally formatted product and the user indicates a desire to purchase the digitally formatted product, transmitting the remaining portion of the digitally formatted product to the mobile terminal.

11. (Previously Presented) The method of claim 10, wherein the transmitted at least a portion of the digitally formatted product is the entire digitally formatted product, and the step of transmitting the offer and the at least a portion of the digitally formatted product comprises the step of:

transmitting a gateway lock to the mobile terminal, wherein, although the user can access the preview portion of the digitally formatted product, the gateway lock prevents the user from accessing the remaining portion of the digitally formatted product.

12. (Previously Presented) The method of claim 10, further comprising the step of:

transmitting from the mobile terminal back to the subscription server the at least a portion of the digitally formatted product when the user response indicates a desire not to purchase the product.

13. (Previously Presented) The method of claim 11, further comprising the step of:

if the user indicates a desire to purchase the digitally formatted product, transmitting a decoding message for unlocking the gateway lock to the mobile terminal so that the user may access the entire digitally formatted product.

14. (Previously Presented) The method of claim 11, wherein the step of transmitting the offer and the at least a portion of the digitally formatted product further comprises the step of:
transmitting an access code to the mobile terminal, wherein the access code unlocks the remaining portion of the digitally formatted product, wherein the user uses the access code to indicate that the user wishes to purchase the digitally formatted product by unlocking the remaining portion of the product;
wherein the step of transmitting from the mobile terminal to the subscription server a response indicating whether the user wishes to purchase the digitally formatted product comprises the step of:
transmitting a message to the subscription server notifying the subscription server either i) that the user has, or ii) that the user has not, unlocked the remaining portion of the digitally formatted product using the access code.

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15. (Previously Presented) The method of claim 10, wherein the step of subscribing by the user comprises the step of:

transmitting user-specific information provided by the user to the subscription server which stores the user-specific information, wherein the user-specific information comprises at least one of the capabilities of said mobile terminal, the preferences of the user, and other information related to the user.

16. (Previously Presented) The method of claim 1, wherein the step of subscribing by the user comprises the step of:

transmitting user-specific information provided by the user to the subscription server which stores the user-specific information, wherein the user-specific information comprises at least one of the capabilities of said mobile terminal, the preferences of the user, and other information related to the user.

17. (Previously Presented) The system of claim 6, wherein the subscription server further comprises:

storage for user-specific information transmitted by the user when the user subscribes to the on-line subscription service, wherein the user-specific information comprises at least one of the capabilities of said mobile terminal, the preferences of the user, and other information related to the user.

18. (Previously Presented) The system of claim 17, wherein the offer to download the digitally formatted product is sent to the subscribed user if the digitally formatted product corresponds to the user-specific information stored at the subscription server.

19. (Previously Presented) The system of claim 6, wherein the mobile terminal comprises one of a palm-sized computer, a Personal Digital Assistant, and a cellular telephone.

20. (Previously Presented) The method of claim 16, wherein the offer to download the digitally formatted product is sent to the subscribed user if the digitally formatted product corresponds to the user-specific information stored at the subscription server.

21. (Previously Presented) The method of claim 15, wherein the offer to download the digitally formatted product is sent to the subscribed user if the digitally formatted product corresponds to the user-specific information stored at the subscription server.

22. (Previously Presented) The method of claim 3, wherein the transferred digitally formatted product comprises at least one of text and JPEG image data, and the player comprises a smart display, the method further comprising the step of:

viewing, by the user, one or more pages on the smart display as the user depresses sequentially a signaling switch thereon to cause transfer of additional data to the smart display for viewing by the user.

23. (Previously Presented) The method of claim 1, further comprising the steps of:
transmitting to at least one selected mobile terminal of a non-member of the subscription service, via a cellular telephone network and without action by the non-member, an offer to register with the subscription service and at least one of i) a list of free digitally formatted products, and ii) at least a portion of at least one digitally formatted product; and

if the non-member accepts the offer to register, thus becoming a new member, at least one of:
selecting, by the new member, at least one digitally formatted product from the list of free digitally formatted products for accessing by means of the at least one selected mobile terminal, if the list of free digitally formatted products is transmitted;

accessing, by the new member, a remaining portion of the at least one digitally formatted product, if the at least a portion of at least one digitally formatted product is transmitted, and if the transmitted at least a portion of the at least one digitally formatted product comprises the entirety of the at least one digitally formatted product; and

downloading to the at least one selected mobile terminal of the new member at least one of:

- i) the selected at least one digitally formatted product, and
- ii) a remaining portion of the at least one digitally formatted product, if the transmitted at least a portion of the at least one digitally formatted product does not comprise the entirety of the at least one digitally formatted product.

24. (New) A method of providing an electronic "book-of-the-month" subscription service to a user of a cellular telephone on a cellular telephone network, comprising the steps of:

subscribing, by the user, to the on-line subscription service by interacting with a subscription server on the Internet, wherein said step of subscribing comprises the sub-step of:

transmitting user-specific information provided by the user to the subscription server which stores the user-specific information, wherein the user-specific information comprises at least one of the capabilities of said mobile terminal, the preferences of the user, and other information related to the user;

transmitting to the cellular telephone via the cellular telephone network at predetermined time intervals and without user action offers to download a digitally formatted electronic text,

wherein each offer is transmitted with at least a portion of the digitally formatted electronic text being offered,

wherein the user can access a preview portion of the at least a portion of the digitally formatted electronic text using the cellular telephone, and

wherein the offer to download the digitally formatted electronic text is sent to the user if the digitally formatted electronic text corresponds to the user-specific information stored at the subscription server;

transmitting from the cellular telephone via the cellular telephone network a response indicating whether the user wishes to accept the offer to download the digitally formatted electronic text; and

if the transmitted at least a portion of the digitally formatted electronic text does not comprise the entire digitally formatted electronic text and the user indicates a desire to purchase the digitally formatted electronic text, the step of:

transmitting the remaining portion of the digitally formatted electronic text to the cellular telephone; or

if the transmitted at least a portion of the digitally formatted electronic text comprises the entire digitally formatted electronic text and the user indicates a desire to purchase the digitally formatted electronic text, the step of:

transmitting a decoding message to the cellular telephone, wherein said decoding message is for unlocking a gateway lock which prevents the user from accessing more than the preview portion of the entire digitally formatted electronic text.